

Marked up original:

1. ~~(amended) A performance management system for an organization that uses verifiable measures of element impact derived from tangible indicators of element performance to support financial performance management and optimization.~~(amended) Independent software components that integrate organization related data using xml and a common schema to support organization processing.

2. ~~(original)~~(amended) The systemsoftware components of claim 1 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

3. ~~(amended) The system of claim 1 that supports management by category of value, element of value, enterprise and combinations thereof.~~(amended) The software components of claim 1 where the xml further comprises xml based metadata.

4. ~~(amended) The system of claim 4 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.~~(amended) The software components of claim 1 where the common schema includes an organization designation.

5. ~~(amended) The system~~software components of claim 1 where the ~~elements of value can be clustered into sub-elements of value for more detailed analysis~~common schema includes a data dictionary.

6. ~~(amended) The system of claim 1 where an enterprise is a single product, a group of products, a division or a company.~~(amended) The software components of claim 1 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

7. ~~(amended) The system of claim 1 where the categories of value are from the group consisting of current operation, real options, market sentiment and combinations thereof~~

~~where the current operation category of value can be further subdivided by component of value where the components of value are revenue, expense or capital change.~~(amended) The software components of claim 1 where organization related data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases and combinations thereof.

8. ~~(amended) The system of claim 1 where the verifiable measures are selected from the group consisting of item performance indicators, value drivers, composite variables, vectors and combinations thereof.~~(amended) The software components of claim 1 where at least a portion of the data is from the Internet or an external database.

9. ~~(amended) The system of claim 1 where tangible indicators are selected from the group consisting of composite variables, transaction averages, time lagged transaction ratios, time lagged transaction trends, time lagged transaction averages, time lagged transaction data, transaction patterns, geospatial measures, relative rankings, links, frequencies, time periods, average time periods, cumulative time periods, rolling average time period, cumulative total values, the period to period rates of change.~~(amended) The software components of claim 1 that convert data to match the common schema as required.

10. ~~(amended) The system~~software components of claim 1 that further comprises:
data management tools,
an support processing for organization finance model by category of value, and
tools for using said model to optimize one or more aspects of organization financial performanceanalysis.

11. ~~(amended) The system of claim 10 where the organization finance model further comprises a two tier model where the inter-relationship between each element of value, the categories of value and other elements of value by enterprise is quantified in the first tier and the inter-relationship between each enterprise in the organization, the categories of value and the other enterprises is quantified in the second tier~~(amended) Network models that support organization analysis, management and optimization.

12. ~~(amended) The system of claim 11 where the categories of value are from the group consisting of current operations, real options, market sentiment and combinations thereof.~~(amended) The network models of claim 11 that are selected from the group consisting of models that quantify the impact of sub elements of value on the elements of value, models that quantify the impact of elements of value on enterprise value, models that quantify the impact of each enterprise on organization value, two tiered models that quantify the impact of sub elements of value on the elements of value and the impact of elements of value on enterprise value, two tiered models that quantify the impact of elements of value on enterprise value and the impact of each enterprise on organization value and three tiered models that quantify the impact of sub elements of value on the elements of value, the impact of elements of value on enterprise value and the impact of each enterprise on organization value.

13. ~~(amended) The system of claim 11 where the predictive models use algorithms from the group consisting of neural network; regression, generalized additive; support vector method, entropy minimization, Markov, Bayesian, multivariate adaptive regression splines, multivalent and path analysis models.~~(amended) The network models of claim 12 where the inputs to the network models are selected from the group consisting of tangible impact indicators, combinations of tangible impact indicators and combinations thereof.

14. ~~(amended) The system~~network models of claim 40~~12~~12 where the impacts on elements of value, enterprise value and organization finance model integrates tools for organization management~~value are identified by category of value where the categories of value are selected~~ from the group consisting of ~~element modeling tools, option models, component models~~current operation, real options, market sentiment and combinations thereof.

15. (amended) ~~The system~~network models of claim 10~~14 where the tools for managing performance~~current operation category of value can be further subdivided by component of value where components of value are selected from the group consisting of automated equity trading, element ranking, impact analysis, management reporting, multi-criteria optimization, network optimization, simulation, valuation~~revenue, expense, capital change and combinations thereof.~~

16. (amended) ~~The system of claim 10 where the aspects of financial performance are selected from the group consisting of organization market value, organization current operation value, organization real option value, organization revenue, organization expense, organization capital change and combinations thereof.~~(amended) The network models of claim 12 where the hidden layer in the network models quantify the relationship between each input, the other inputs and the output measure.

17. (amended) ~~The system of claim 15 where the impact analysis identifies the impact of an element of value or enterprise on an aspect of financial performance and the impact the element or enterprise on an aspect of financial performance is the direct impact net of any impact on other elements of value.~~(amended) The network models of claim 12 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual capital, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

18. (amended) ~~The system of claim 15 where the valuations identify the value of an element of value or enterprise to the organization and the value of the element or enterprise is determined by their direct impacts on aspects of financial performance net of any impacts on the other elements or enterprises.~~(amended) The network models of claim 12 where the subelements of value are selected from the group consisting of a single alliance, groups of alliances, a single brand, groups of brands, a single customer, groups of customers, a single customer relationship, groups of customer relationships, a single employee, groups of employees, a single employee relationship, groups of employee relationships, a single piece of intellectual property, groups of intellectual property, a single partnership, groups of partnerships, a single process, groups of processes, a single vendor, groups of vendors, a single vendor relationship, groups of vendor relationships and combinations thereof.

19. ~~(original) The system of claim 17 where the predictive models use the output from element modeling tools as inputs and the best fit predictive models are developed in an automated fashion by learning from the data.~~(amended) The network models of claim 11 that support organization analysis, management and optimization activities from the group consisting of automated equity trading, contribution analysis, element ranking, impact analysis, management reporting, multi-criteria optimization, network optimization, option discount rate calculation, pricing optimization, process optimization, purchasing optimization, simulation, element valuation, closed loop optimization and combinations thereof.

20. ~~(original) The system of claim 13 where the data management tools are from the group consisting of data aggregation, data conversion, data distribution, data integration, data normalization and combinations thereof.~~(amended) The network models of claim 11 that are developed by learning from the data.

21. ~~(original) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform an data aggregation method, comprising:~~(amended) The network models of claim 20 where the learning is completed on a continuous basis.

~~aggregating data from a stand alone organization management systems in accordance with an xml schema, and making the aggregated data available for use in processing by other applications.~~

22. ~~(amended) The computer readable medium~~network models of claim 21 ~~where organization management systems~~11 that are selected from the group consisting of ~~advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems,~~

~~payroll systems, purchasing systems, web site systems, external databases~~neural network models, bayesian models, regression models, multi-adaptive regression spline models, multivalent models and combinations thereof.

23. ~~(original) The computer readable medium of claim 21 where the data includes historical data, forecast data and combinations thereof.~~(amended) The network models of claim 24 where the type of network model used is determined via a tournament.

24. ~~(original) The computer readable medium of claim 21 where the data are transaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.~~(amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform an organization share price method, comprising:

integrating organization related data in accordance with a common schema, and
developing a model of organization share price by category of value using at least a portion of said data.

25. ~~(original) The computer readable medium of claim 21 wherein an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.~~(amended) The computer readable medium of claim 24 where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

26. ~~(original)~~(amended) The computer readable medium of claim 21~~24~~ where the ~~xml~~common schema includes a data dictionary where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, enterprise designations, time periods, units of measure and combinations thereoffurther comprises an xml schema.

27. ~~(original)~~(amended) The computer readable medium of claim 21~~24~~ where the ~~xml~~ schema includes an ~~xml metadata standard method~~ further comprises:
identifying an organization share price cutoff using said model, and
completing one or more organization equity transactions based on the difference between market price and the share price cutoff in an automated fashion.

28. ~~(original(amended))~~ The computer readable medium of claim 24~~27~~ where ~~data~~the share price cutoff is aggregated by retrieving data stored in accordance with the xml schema, accepting data prepared in accordance with the xml schema, converting data to price where the xml schema and combinations thereofvalue of organization market sentiment is negative.

29. ~~(original(amended))~~ The computer readable medium of claim 24~~24~~ where aggregation is completed on a continuous basis, a bulk basis, a batch basis and combinations thereof.the method further comprises:

calculating a value for each of one or more elements of value using said share price model, and

displaying each of the one or more element values using a paper document or electronic display.

30. ~~(original(amended))~~ The computer readable medium of claim 24~~29~~ where the aggregated data is stored in a central repositoryelements of value are selected from the group consisting of database, data mart, data warehousealliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual capital, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

31. (amended) A~~The~~ computer readable medium having sequences of instructions stored therein, which when executed cause~~claim 24 where~~ the processors in a plurality of computers that have been connected via a network to perform an intangible evaluation method, comprising:method further comprises:

using organization related data to create tangible performance indicators for intangible elements of value.

identifying changes in element indicators that will optimize one or more aspects of organization financial performance using said model, and

displaying the list changes and the organization value after the changes.

32. (amended) The computer readable medium of claim 31 where the method further comprises identify the causal performance indicators by element of value before summarizing them into concrete measures of element performance that support useful

~~analyses.~~(amended) The computer readable medium of claim 31 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual capital, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

~~33. (amended) The computer readable medium of claim 31 where the intangible elements of value are alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual property, partnerships, processes, vendors, vendor relationships and combinations thereof.~~(amended) The computer readable medium of claim 31 where element indicators are selected from the group consisting of composite variables, transaction averages, time lagged transaction averages, transaction ratios, time lagged transaction ratios, transaction trends, time lagged transaction trends, time lagged transaction data, transaction patterns, time lagged transaction patterns, geospatial measures, time lagged geospatial measures, relative rankings, links, frequencies, time periods, average time periods, cumulative time periods, rolling average time periods, cumulative total values, the period to period rates of change and combinations thereof.

~~34. (amended) The computer readable medium of claim 31 where an aspects of organization is a single product, a financial performance are selected from the group of products, a division, a company, a multi-company corporation or a consisting of revenue, expense, capital change, current operation value chain, real option value, market sentiment value, market value and combinations thereof.~~

~~35. (amended) The computer readable medium of claim 31 where the tangible performance indicators are selected from the group consisting of transaction ratios, transaction trends, transactions, transaction averages, transaction data, time lagged transaction ratios, time lagged transaction trends, time lagged transaction averages, time lagged transaction data, transaction patterns, geospatial measures, relative rankings, links, frequencies, time periods, average time periods, cumulative time periods, rolling average time period, cumulative total values, the period to period rate of change in value, the rolling average value and combinations thereof.~~(amended) The computer readable medium of claim 24 where organization related data are obtained from the group consisting of advanced financial systems, basic financial systems,

alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases and combinations thereof.

36. (amended) ~~The computer readable medium of claim 3224 where the concrete measures of element performance are selected from the group consisting of value drivers, composite variables, vectors~~data includes historical data, forecast data and combinations thereof.

37. (amended) ~~The computer readable medium of claim 3624 where composite variablesthe data are selected from the group consisting of equations that combine value drivers, logical combinations of value driverstransaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.~~

38. (amended) ~~The computer readable medium of claim 32 where the concrete measures can be used to support useful analyses from the group consisting of contribution determinations, forecasts, impact assessments, optimizations, option discount rate calculations, simulations, valuations and combinations thereof.~~(amended) The computer readable medium of claim 24 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

39. (amended) ~~The computer readable medium of claim 32 where the method further comprises using said measures as inputs to predictive models where the ratio of the weights from the best fit predictive model are combined with category or component valuations to determine the value of intangible element of value.~~(amended) The computer readable medium of claim 24 that identifies and analyzes the factors that affect facets of organization financial performance selected from the group consisting of intellectual capital, elements of value, components of value, categories of value and combinations thereof.

40. ~~(original) The computer readable medium of claim 39 where the valuations identify the value of the element of value to the organization and the value of the element is a function of the elements direct impact on aspects of financial performance net of any impacts on the other elements of value.~~(amended) Independent software components that integrate organization related data from a plurality of sources using a common data dictionary to support organization processing.

41. ~~A model development method, comprising:~~(amended) The software components of claim 40 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

~~aggregating organization data from a variety of sources in accordance with a common schema;~~

~~modeling organization elements of value using at least a portion of said data as required to identify tangible indicators and develop concrete element performance measures using said indicators;~~

~~combining said measures with historical and forecast data for the categories and components of value as required to develop enterprise models that are useful in completing forecasts, impact assessments, optimizations, simulations, valuations and combinations thereof, and~~

~~integrating said models into a tier of an organization finance model.~~

42. ~~(original) The method of claim 41 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.~~(amended) The software components of claim 40 where the data dictionary comprises part of an xml schema.

43. ~~(original) The method of claim 41 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.~~(amended) The software components of claim 40 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

44. ~~(original)~~(amended) The ~~method~~software components of claim 41~~40~~ where the ~~categories of value are~~organization related data is obtained from the group consisting of ~~current~~advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation, ~~real options~~, market sentiment management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases and combinations thereof.

45. ~~(original)~~ The method of claim 41 where the components of value are revenue, expense or capital change.(amended) The software components of claim 40 where at least a portion of the data is from the Internet or an external database.

46. ~~(original)~~ The method of claim 41 that is completed in an automated fashion by learning from the data.(amended) The software components of claim 40 that convert data to match the common data dictionary as required.

47. ~~(amended)~~ The ~~method~~software components of claim 41~~40~~ that further comprises ~~modeling support processing for organization enterprises using at least a portion of said data as required to identify tangible performance indicators and develop concrete enterprise performance measures using said indicators,~~
~~combining said measures with historical and forecast data for the categories and components of value as required to develop a model relating each enterprise to the categories and components of value, and~~
~~integrating said model into a second tier of an organization finance model~~analysis.

48. ~~(amended)~~ The ~~method~~software components of claim 47 where the~~40~~ that support ~~processing for organization finance model supports activities from the group consisting of automated equity trading, element ranking, impact analysis, management reporting, multi-criteria optimization, network optimization, option discount rate calculation, pricing~~

~~optimization, process optimization, purchasing optimization, simulation, element valuation and combinations thereof.~~

49. (new) The software components of claim 40 that support processing for organization optimization.

Remarks

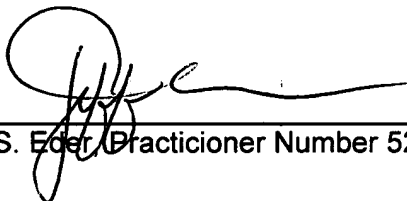
The Applicant respectfully requests consideration of the present application as amended herewith.

Payment Enclosed

The Applicant has enclosed payment for the claim added to the instant application. The payment amount was calculated using the enclosed fee determination record.

Respectfully submitted,

Dated: 5/17/2004



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